

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

Claims 1-40. (Canceled)

41. (New) A digital television (DTV) receiver configured to receive a DTV signal containing program and event guide data, which when received by the DTV receiver causes the DTV receiver to perform the following method comprising:

parsing an information type descriptor including an information type identification field that contains an identification (ID) code specifying a data type and a format type of graphic information to be displayed in an Electronic Program Guide (EPG) on a display screen, the graphic information being associated with a broadcast event or a source of the broadcast event, the information type descriptor being directly received from the source of the broadcast event;

parsing an extended information descriptor including display information provided by the source of the broadcast event; and

displaying the graphic information in the EPG according to the display information.

42. (New) The DTV receiver of claim 41, wherein the data type of the graphic information characterizes the graphic information as one of image, text, and video data.

43. (New) The DTV receiver of claim 41, wherein the format type of the graphic information characterizes the graphic information as one of GIF-formatted, JPEG-formatted, TIFF-formatted, and XBM-formatted image data.

44. (New) The DTV receiver of claim 41, wherein the format type of the graphic information characterizes the graphic information as one of plain ascii, HTML-formatted, and Xml-formatted text data.

45. (New) The DTV receiver of claim 41, wherein the format type of the graphic information characterizes the graphic information as one of MPEG-formatted, Quicktime-formatted, and AVI-formatted video data.

46. (New) The DTV receiver of claim 41, wherein the display information comprises expected usage information describing an expected usage of the graphic information, the expected usage including a display option of the graphic information.

47. (New) The DTV receiver of claim 41, wherein the display information comprises display location information specifying a desired display location of the graphic information in the EPG.

48. (New) The DTV receiver of claim 41, wherein the display information comprises display time information specifying a desired display time of the graphic information in the EPG.